

DIVISION #1622

MONARCH BUYDOWN / VPR

PROMOTION DATES: APRIL 1994 - JUNE (ongoing)

PROMOTION
DESCRIPTION:DESIGNED TO BE FLIGHTED. NO ONGOING BUYDOWNS SHOULD BE USED TO COMPETE
AGAINST LOWEST SAVINGS COMPETITORS (MAJOR COMPETITIVE BRANDS ONLY)

H/HELD DESCRIPTION: UTILIZE B.D./VPR PRICE RED. DESIGNATION ACCORDING TO AMOUNT OF DISCOUNT PER PACK.

ALLOCATION BY REP

(Based on No. of stores in each Assignment)

PARTICIPATING CHAINS / STORES	CHAIN ID #	TOTAL # OF STORES	TOTAL #PACKS PER STORE	Assign #1	Assign #2	Assign #3	Assign #4	Assign #5	Assign #6	Assign #7	Assign #8
A-PLUS (CORP)	0362-02-02	10	VARIES	5		2			1	1	1
ATLANTIC	0362-05-00	13							3	3	7
BONFARE	0957-00-00	25			2	3	3		10	6	1
BYRNE DAIRY	1160-00-00	17		4	4	5	2		1	1	
HESS MART	0350-03-00	10		2	2	1	4		1		
NICE N EASY	1873-00-00	15		3	3	4	4		1		
PETR-ALL/EXPRESS MT	1879-XX-XX	7			2	2	3				
MIRABITO	4249-00-00	2		1	4		1	14			
SEACO EXPRESS	3741-00-00	6			1	5					
SUGARCREEK	1227-00-00	7							1	7	3
SUNRISE FOODS	4200-00-00	11			2	1			1	1	
WILSON FARMS	0961-00-00	5		2							
INDEPENDENTS	\$90,000	0		\$28,000	\$3,000	\$11,500	\$3,000	\$7,500	\$3,000	\$3,000	\$31,000

Allocate
to Chains
Div.

3/30/94

MANAGERS CALLING ON PARTICIPATING CHAINS WILL COMMUNICATE DISCOUNTING IMPLEMENTATION / DETAILS